

CLAIMS

1-53(canceled).

54(currently amended). A method for a radio broadcast of electronic coupon data to a specified storage device comprising the steps of:

- a. registering a plurality of customers with a pager based service;
- b. providing each customer with a storage device comprising a pager means for allowing each storage device to receive a signal which is not receivable by other storage devices within said service;

a. predetermining what coupon data will be broadcast to each of said a specific storage device devices; and

b. broadcasting a signal signals carrying said coupon data wherein said signal is signals are modified to be receivable by said specific pager means in each storage device such that each storage device receives said coupon data predetermined for said storage device, but not coupon data predetermined for other storage devices within said service.

55(currently amended). The method according to claim 54 wherein said signal is broadcast at a pager frequency said pager means comprises a radio frequency receiver tuned to one or two frequencies.